

DIALOG 10/2/05  
B

? b 411

03oct05 06:16:37 User276702 Session D62.1  
\$0.00 0.207 DialUnits FileHomeBase  
\$0.00 Estimated cost FileHomeBase  
\$0.02 TELNET  
\$0.02 Estimated cost this search  
\$0.02 Estimated total session cost 0.207 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)

(c) 2005 The Dialog Corporation

\*\*\* DIALINDEX search results display in an abbreviated \*\*\*  
\*\*\* format unless you enter the SET DETAIL ON command. \*\*\*

? sf all not 225

You have 580 files in your file list.

(To see banners, use SHOW FILES command)

? s ( ((speech or voice) (n3) recogniz\$4) (n3) (software or product) ) or (viavoice or "via voice") or (naturally (w) speaking) or (hauspie (n3) professional) or (dragon (n2) voice) not py>2001

Your SELECT statement is:

s ( ((speech or voice) (n3) recogniz\$4) (n3) (software or product) )  
or (viavoice or "via voice") or (naturally (w) speaking) or (hauspie (n3)  
professional) or (dragon (n2) voice) not py>2001

Items File

-----

4 1: ERIC\_1966-2004/Jul 21  
29 2: INSPEC\_1969-2005/Sep W3  
3 5: Biosis Previews(R)\_1969-2005/Sep W4  
4 6: NTIS\_1964-2005/Sep W4  
6 7: Social SciSearch(R)\_1972-2005/Sep W4  
8 8: Ei Compendex(R)\_1970-2005/Sep W4  
220 9: Business & Industry(R)\_Jul/1994-2005/Sep 30  
16 11: PsycINFO(R)\_1887-2005/Jul W4  
49 13: BAMP\_2005/Sep W4  
260 15: ABI/Inform(R)\_1971-2005/Oct 01  
1015 16: Gale Group PROMT(R)\_1990-2005/Sep 30  
130 18: Gale Group F&S Index(R)\_1988-2005/Sep 30  
1006 20: Dialog Global Reporter\_1997-2005/Oct 03  
14 34: SciSearch(R) Cited Ref Sci\_1990-2005/Sep W4  
6 35: Dissertation Abs Online\_1861-2005/Sep  
388 47: Gale Group Magazine DB(TM)\_1959-2005/Oct 03  
2 56: Computer and Information Systems  
Abstracts\_1966-2005/Sep  
1 57: Electronics & Communications  
Abstracts\_1966-2005/Sep  
13 60: ANTE: Abstracts in New Tech &  
Engineer\_1966-2005/Sep

Examined 50 files

2 62: SPIN(R)\_1975-2005/Jul W4  
2 71: ELSEVIER BIOBASE\_1994-2005/Sep W4

12 73: EMBASE\_1974-2005/Oct 03  
 23 75: TGG Management Contents(R)\_86-2005/Sep W4  
 3 80: TGG Aerospace/Def.Mkts(R)\_1982-2005/Sep 30  
 2 81: MIRA - Motor Industry Research\_2001-2005/Aug  
 196 88: Gale Group Business A.R.T.S.\_1976-2005/Oct 03  
 11 94: JICST-EPlus\_1985-2005/Aug W1  
 27 95: TEME-Technology & Management\_1989-2005/Aug W3  
 1 96: FLUIDEX\_1972-2005/Sep  
 2 98: General Sci Abs/Full-Text\_1984-2004/Dec  
 11 99: Wilson Appl. Sci & Tech Abs\_1983-2005/Aug  
 1 100: Market Guide Company Financials\_2005/Jun 06  
 4 104: AeroBase\_1999-2005/Oct  
 47 111: TGG Natl.Newspaper Index(SM)\_1979-2005/Sep 29  
 4 112: UBM Industry News\_1998-2004/Jan 27  
 >>>File 116: Prefix "PY" is undefined  
 1 116: Brands & Their Companies\_2005/Jan  
 >>>File 120: Prefix "PY" is undefined  
 69 120: U.S. Copyrights\_1978-2005/Sep 27  
 >>>File 126: Prefix "PY" is undefined  
 1 126: TRADEMARKSCAN(R)-U.K.\_2005/Sep W4  
 >>>File 127: Prefix "PY" is undefined  
 3 127: Trademarkscan(R)-Canada\_2005/Sep 28  
 Examined 100 files  
 1 132: S&P's Daily News\_1985-2005/Sep 30  
 1 135: NewsRx Weekly Reports\_1995-2005/Sep W4  
 1 136: BioEngineering Abstracts-1966-2005/Aug  
 82 141: Readers Guide\_1983-2004/Dec  
 1 142: Social Sciences Abstracts\_1983-2005/Sep  
 9 144: Pascal\_1973-2005/Sep W4  
 1 145: (Tacoma) The News Tribune\_2002-2005/Oct 01  
 13 147: The Kansas City Star\_1995-2003/Sep 26  
 928 148: Gale Group Trade & Industry DB\_1976-2005/Oct 03  
 48 149: TGG Health&Wellness DB(SM)\_1976-2005/Sep W4  
 17 150: Gale Group Legal Res Index(TM)\_1980-2005/Sep 29  
 13 155: MEDLINE(R)\_1951-2005/Oct 03  
 1 160: Gale Group PROMT(R)\_1972-1989  
 1 164: Allied & Complementary Medicine\_1984-2005/Sep  
 >>>File 177: Prefix "PY" is undefined  
 2 177: Adv.& Agency Red Books:Advertisers\_2005/Sep  
 1 185: Zoological Record Online(R)\_1978-2005/Oct  
 17 194: FBODaily\_1982/Dec-2005/Jul  
 Examined 150 files  
 1 195: FBODaily\_Jul 2005-2005/Oct 04  
 >>>File 198: Prefix "PY" is undefined  
 1 198: Health Devices Alerts(R)\_1977-2005/Sep W3  
 69 211: Gale Group Newsearch(TM)\_2005/Oct 03  
 1 212: ONTAP(R) PsycINFO(R)\_  
 >>>File 226: Prefix "PY" is undefined  
 2 226: TRADEMARKSCAN(R)-US Fed\_OG 050927/AP 050929  
 >>>File 227: Prefix "PY" is undefined  
 2 227: TRADEMARKSCAN(R)-Community Tmks\_2005/Sep W4  
 1 247: ONTAP(R) Gale Group Magazine Index(TM)\_  
 4 248: PIRA\_1975-2005/Sep W2  
 4 249: Mgt. & Mktg. Abs.\_1976-2005Sep W3  
 73 256: TecInfoSource\_82-2005/Oct  
 261 258: AP News Jul\_2000-2005/Oct 03

129 262: CBCA Fulltext\_1982-2005/Sep 26  
1 264: DIALOG Defense Newsletters\_1989-2005/Sep 30  
5 267: Finance & Banking Newsletters\_2005/Sep 27

Examined 200 files

725 275: Gale Group Computer DB(TM)\_1983-2005/Sep 30  
1 285: BioBusiness(R)\_1985-1998/Aug W1  
1 292: GEOBASE(TM)\_1980-2005/Aug B1  
1 299: Magill's Survey of Cinema\_1985-1997/Feb  
12 324: German Patents Fulltext\_1967-200538  
3 340: CLAIMS(R)/US Patent\_1950-05/Sep 29  
37 348: EUROPEAN PATENTS\_1978-2005/Sep W03  
131 349: PCT FULLTEXT\_1979-2005/UB=20050929,UT=20050922

Examined 250 files

3 369: New Scientist\_1994-2005/Jun W4  
1 370: Science\_1996-1999/Jul W3  
6 387: The Denver Post\_1994-2005/Sep 30  
6 392: Boston Herald\_1995-2005/Oct 02

>>>File 416: Prefix "PY" is undefined

61 416: DIALOG COMPANY NAME FINDER(TM)\_2005/Feb  
32 420: UnCover\_1988-2001/May 31  
2 426: LCMARC-Books\_1968-2005/Sep W4  
5 427: Fort Worth Star-Telegram\_1993-2004/Feb 25  
2 430: British Books in Print\_2005/Sep W3  
2 432: Tampa Tribune\_1998-2005/Sep 25  
6 433: Charleston Newspapers\_1997-2005/Sep 30  
1 434: SciSearch(R) Cited Ref Sci\_1974-1989/Dec  
2 435: Art Abstracts\_1984-2005/Aug  
1 436: Humanities Abs Full Text\_1984-2004/Dec  
6 437: Education Abstracts\_1983-2005/Aug  
2 439: Arts&Humanities Search(R)\_1980-2005/Sep W4  
21 440: Current Contents Search(R)\_1990-2005/Oct 03

Examined 300 files

40 471: New York Times Fulltext\_1980-2005/Oct 03  
3 474: New York Times Abs\_1969-2005/Sep 30  
3 475: Wall Street Journal Abs\_1973-2005/Sep 30  
25 476: Financial Times Fulltext\_1982-2005/Oct 03  
5 477: Irish Times\_1999-2005/Oct 03  
63 483: Newspaper Abs Daily\_1986-2005/Oct 01  
275 484: Periodical Abs Plustext\_1986-2005/Sep W4  
27 485: Accounting & Tax DB\_1971-2005/Sep W3  
7 486: Press-Telegram\_1992-2005/Sep 30  
1 487: Columbus Ledger-Enquirer\_1994-2005/Sep 30  
1 488: Duluth News-Tribune\_1995-2005/Sep 13  
23 492: Arizona Repub/Phoenix Gaz\_19862002/Jan 06  
18 494: St LouisPost-Dispatch\_1988-2005/Sep 30  
5 498: Detroit Free Press\_1987-2005/Sep 02  
3 505: Asian Co. Profiles\_2005/Oct

>>>File 515: Prefix "PY" is undefined

3 515: Dun's Elec. Bus. Dir.(TM)\_2005/Jul

Examined 350 files

3 516: D & B - DUNS MARKET IDENTIFIERS\_2005/Jul  
2 518: D&B-Int.Dun's Market Identifiers(R)\_2005/May

>>>File 519: Prefix "PY" is undefined

1 519: D&B-Duns Finan.Records Plus(TM)\_2005/May  
1 522: D&B-Who Owns Whom\_2004/Nov

>>>File 523: Prefix "PY" is undefined

1 523: D & B-European Financial Records\_2004/Jul  
 2 531: ABD data By InfoUSA\_Jun/2005  
 4 536: (GARY) POST-TRIBUNE\_1992-1999/Dec 30  
 1 538: Boca Raton News\_1994- 1999/Jul 05  
 1 541: SEC Online(TM) Annual Repts\_1997/Sep W3  
 146 545: Investext(R)\_1982-2005/Oct 03  
 81 553: Wilson Bus. Abs. FullText\_1982-2004/Dec  
 5 554: TFSD J V & Alliances\_1990-2005/Oct 03  
 1 559: CORPTECH Dir of Tech Companies\_2005/Sep  
 2 560: Spokane Spokesman-Review\_1994-2005/Sep 30  
 >>>File 561: Prefix "PY" is undefined  
 2 561: ICC British Co.Dir\_2005/Oct 02  
 40 570: Gale Group MARS(R)\_1984-2005/Sep 30  
 5 577: Roanoke Times\_1992-2005/Oct 02  
 Examined 400 files  
 5 582: Augusta Chronicle\_1996- 2005/Sep 30  
 37 583: Gale Group Globalbase(TM)\_1986-2002/Dec 13  
 1 587: Jane's Defense&Aerospace\_2005/Sep W4  
 1 590: KOMPASS Western Europe\_2005/Jun  
 3 592: KOMPASS Asia/Pacific\_2005/Jun  
 1 603: Newspaper Abstracts\_1984-1988  
 1 605: U.S. Newswire\_1999-2005/Oct 03  
 1 606: Africa News\_1999-2005/Oct 03  
 131 608: KR/T Bus.News.\_1992-2005/Oct 03  
 45 609: Bridge World Markets\_2000-2001/Oct 01  
 152 610: Business Wire\_1999-2005/Oct 03  
 1 612: Japan Economic Newswire(TM)\_1984-2005/Oct 02  
 79 613: PR Newswire\_1999-2005/Oct 03  
 8 614: AFP English Wire\_1999-2005/Oct 03  
 8 616: Canada NewsWire\_1999-2001/Mar 09  
 227 619: Asia Intelligence Wire\_1995-2005/Oct 02  
 1 620: EIU:Viewswire\_2005/Sep 30  
 285 621: Gale Group New Prod.Annou.(R)\_1985-2005/Oct 03  
 1 622: EIU Magazines\_2000-2004/Mar 20  
 17 623: Business Week\_1985-2005/Sep 29  
 19 624: McGraw-Hill Publications\_1985-2005/Sep 29  
 1 625: American Banker Publications\_1981-2005/Oct 03  
 1 629: EIU:BUS. Newsletters\_2005/Oct W1  
 39 631: Boston Globe\_1980-2005/Sep 30  
 10 633: Phil.Inquirer\_1983-2005/Sep 30  
 8 634: San Jose Mercury\_Jun 1985-2005/Oct 01  
 58 635: Business Dateline(R)\_1985-2005/Oct 01  
 358 636: Gale Group Newsletter DB(TM)\_1987-2005/Sep 30  
 6 637: Journal of Commerce\_1986-2005/Oct 03  
 19 638: Newsday/New York Newsday\_1987-2005/Oct 01  
 17 640: San Francisco Chronicle\_1988-2005/Oct 02  
 16 641: Rocky Mountain News\_Jun 1989-2005/Oct 01  
 5 642: The Charlotte Observer\_1988-2005/Oct 01  
 5 643: Grand Forks Herald\_1995-2005/Sep 28  
 Examined 450 files  
 10 644: (Boulder) Daily Camera\_1995- 2005/Sep 29  
 18 645: Contra Costa Papers\_1995- 2005/Sep 29  
 2 646: Consumer Reports\_1982-2005/Sep  
 150 647: CMP Computer Fulltext\_1988-2005/Sep W2  
 15 648: TV and Radio Transcripts\_1997-2005/Oct W1  
 328 649: Gale Group Newswire ASAP(TM)\_2005/Sep 20

481 654: US Pat.Full.\_1976-2005/Sep 29  
 >>>File 658: Prefix "PY" is undefined  
     1 658: TRADEMARKSCAN(R)-Benelux\_2005/Sep W4  
     1 660: Federal News Service\_1991-2002/Jul 02  
 >>>File 661: Prefix "PY" is undefined  
     1 661: TRADEMARKSCAN(R)-Switzerland\_2005/Sep W4  
     1 665: U.S. Newswire\_1995-1999/Apr 29  
 >>>File 668: Prefix "PY" is undefined  
     1 668: TRADEMARKSCAN(R)-Mexico\_2005/Apr  
 >>>File 669: Prefix "PY" is undefined  
     2 669: TRADEMARKSCAN(R)-Japan\_2005/Aug  
     42 674: Computer News Fulltext\_1989-2005/Sep W4  
 >>>File 680: Prefix "PY" is undefined  
     2 680: TRADEMARKSCAN(R)-Czech Republic\_2005/Sep  
 >>>File 681: Prefix "PY" is undefined  
     1 681: TRADEMARKSCAN(R)-Hungary\_2005/Sep  
 >>>File 682: Prefix "PY" is undefined  
     1 682: TRADEMARKSCAN(R)-Poland\_2005/Sep  
     32 696: DIALOG Telecom. Newsletters\_1995-2005/Sep 30  
     13 701: St Paul Pioneer Pr Apr\_1988-2005/Sep 25  
     11 702: Miami Herald\_1983-2005/Sep 30  
     19 703: USA Today\_1989-2005/Sep 30  
     11 704: (Portland)The Oregonian\_1989-2005/Sep 30  
     11 706: (New Orleans)Times Picayune\_1989-2005/Sep 30  
     19 707: The Seattle Times\_1989-2005/Oct 02  
     4 708: Akron Beacon Journal\_1989-2005/Sep 30  
     5 709: Richmond Times-Disp.\_1989-2005/Oct 01  
     36 710: Times/Sun.Times(London)\_Jun 1988-2005/Oct 01  
     9 711: Independent(London)\_Sep 1988-2005/Oct 01  
     33 712: Palm Beach Post\_1989-2005/Sep 30  
     18 713: Atlanta J/Const.\_1989-2005/Sep 30  
     12 714: (Baltimore) The Sun\_1990-2005/Sep 30  
     4 715: Christian Sci.Mon.\_1989-2005/Oct 03

Examined 500 files

3 716: Daily News Of L.A.\_1989-2005/Sep 30  
 15 717: The Washington Times\_Jun 1989-2005/Sep 30  
 9 718: Pittsburgh Post-Gazette\_Jun 1990-2005/Sep 30  
 17 719: (Albany) The Times Union\_Mar 1986-2005/Sep 30  
 2 720: (Columbia) The State\_Dec 1987-2005/Oct 01  
 3 721: Lexington Hrlld.-Ldr.\_1990-2005/Sep 30  
 6 722: Cincinnati/Kentucky Post\_1990-2005/Sep 21  
 5 723: The Wichita Eagle\_1990-2005/Sep 30  
 1 724: (Minneapolis)Star Tribune\_1989-1996/Feb 04  
 2 725: (Cleveland)Plain Dealer\_Aug 1991-2005/Oct 01  
 25 726: S.China Morn.Post\_1992--2005/Oct 02  
 176 727: Canadian Newspapers\_1990-2005/Oct 03  
 57 728: Asia/Pac News\_1994-2005/Sep W4  
 5 732: San Francisco Exam.\_1990-2000/Nov 21  
 9 733: The Buffalo News\_1990-2005/Sep 29  
 16 734: Dayton Daily News\_Oct 1990-2005/Sep 30  
 2 735: St. Petersburg Times\_1989-2005/Oct 01  
 4 736: Seattle Post-Int.\_1990-2005/Sep 30  
 3 738: (Allentown) The Morning Call\_1990-2005/Oct 01  
 14 739: The Fresno Bee\_1990-2005/Sep 30  
 5 740: (Memphis)Comm.Appeal\_1990-2005/Sep 30  
 5 741: (Norfolk)Led./Pil.\_1990-2005/Aug 25

2 742: (Madison)Cap.Tim/Wi.St.J\_1990-2005/Oct 01  
 15 743: (New Jersey)The Record\_1989-2005/Sep 30  
 1 744: (Biloxi) Sun Herald\_1995-2005/Aug 28  
 1 745: Investext(R) PDF Index\_1999--2005/Oct W1  
 4 748: Asia/Pac Bus. Jrnl\_1994-2005/Sep 29  
 29 749: Latin American News Jan/\_1994-2005/Sep 29  
 1 750: Emerging Mkts & Middle East News\_1995-2005/Sep 29  
 34 755: New Zealand Newspapers\_1995-2005/Oct 02  
 5 756: Daily/Sunday Telegraph\_2000-2005/Oct 03  
 9 757: Mirror Publications/Independent  
     Newspapers\_2000-2005/Oct 03  
 5 759: Business Insights\_1992-2005/Sep  
 14 764: BCC Market Research\_1989-2005/Sep  
 6 765: Frost & Sullivan\_1992-1999/Apr  
 22 767: Frost & Sullivan Market Eng\_2005/Sep

Examined 550 files

224 781: ProQuest Newsstand\_1998-2005/Oct 02  
 99 810: Business Wire\_1986-1999/Feb 28  
 76 813: PR Newswire\_1987-1999/Apr 30  
 2 816: Canada NewsWire\_1996-1999/Jun 24  
 4 861: UPI News\_1996-1999/May 27  
 4 929: Albuquerque Newspapers\_1995-2005/Jul 31  
 6 979: Milwaukee Jnl Sentinel Apr\_1998-2005/Oct 01  
 3 980: Sarasota Herald-Tribune\_1996-2005/Oct 02  
 5 985: World News Connection(R)\_1995-2005/Oct 03

Processing

70 990: NewsRoom Current\_May 1 -2005/Oct 02  
 104 991: NewsRoom 2005 Jan 1-2005/Apr 30  
 189 992: NewsRoom 2004 Jan 1-2004/Dec 31  
 159 993: NewsRoom 2003

Processing

196 994: NewsRoom 2002  
 276 995: NewsRoom 2001  
 331 996: NewsRoom 2000

246 files have one or more items; file list includes 580 files.

One or more terms were invalid in 107 files.

? b 996, 995, 994, 993, 992, 991, 990, 781, 810, 727 9, 15, 16, 20, 47, 88, 148

03oct05 06:25:14 User276702 Session D62.2

\$47.10 17.773 DialUnits File411

\$47.10 Estimated cost File411

\$2.40 TELNET

\$49.50 Estimated cost this search

\$49.52 Estimated total session cost 17.980 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 996:NewsRoom 2000 (c) 2005 Dialog  
 File 995:NewsRoom 2001 (c) 2005 Dialog  
 File 994:NewsRoom 2002 (c) 2005 Dialog  
 File 993:NewsRoom 2003 (c) 2005 Dialog  
 File 992:NewsRoom 2004 Jan 1-2004/Dec 31 (c) 2005 Dialog  
 File 991:NewsRoom 2005 Jan 1-2005/Apr 30 (c) 2005 Dialog  
 File 990:NewsRoom Current May 1 -2005/Oct 02  
 (c) 2005 Dialog

File 781:ProQuest Newsstand 1998-2005/Oct 02  
 (c) 2005 ProQuest Info&Learning  
 File 810:Business Wire 1986-1999/Feb 28  
 (c) 1999 Business Wire  
 File 727:Canadian Newspapers 1990-2005/Oct 03  
 (c) 2005 Southam Inc.  
 File 9:Business & Industry(R) Jul/1994-2005/Sep 30  
 (c) 2005 The Gale Group  
 File 15:ABI/Inform(R) 1971-2005/Oct 01  
 (c) 2005 ProQuest Info&Learning  
 File 16:Gale Group PROMT(R) 1990-2005/Sep 30  
 (c) 2005 The Gale Group  
 File 20:Dialog Global Reporter 1997-2005/Oct 03  
 (c) 2005 Dialog  
 File 47:Gale Group Magazine DB(TM) 1959-2005/Oct 03  
 (c) 2005 The Gale group  
 File 88:Gale Group Business A.R.T.S. 1976-2005/Oct 03  
 (c) 2005 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03  
 (c)2005 The Gale Group

# Set Items Description

--- ----

? s ( (train???? or coach???? or adapt????) (n3) ((Voice (w) recognition (w) software) or VSR or ASR or (automatic (w) speech (w) recognition))) not py>2001

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processing

Processed 10 of 17 files ...

Processing

Processing

Processing

Completed processing all files

12892291 TRAIN????

7197657 COACH????

2148918 ADAPT????

4571204 VOICE

2446954 RECOGNITION

9573914 SOFTWARE

9323 VOICE(W)RECOGNITION(W)SOFTWARE

3461 VSR

25533 ASR

1589823 AUTOMATIC

2739336 SPEECH

2446954 RECOGNITION

4707 AUTOMATIC(W)SPEECH(W)RECOGNITION

231 ((TRAIN???? OR COACH????) OR

ADAPT????)(3N)(((VOICE(W)RECOGNITION(W)SOFTWARE OR VSR)

OR ASR) OR AUTOMATIC(W)SPEECH(W)RECOGNITION)

123359460 PY>2001

S1 150 ( (TRAIN???? OR COACH???? OR ADAPT????) (N3) ((VOICE (W)

RECOGNITION (W) SOFTWARE) OR VSR OR ASR OR (AUTOMATIC (W)  
SPEECH (W) RECOGNITION))) NOT PY>2001

? s s1/fulltext

>>>Term "FULLTEXT" is not defined in one or more files

S2 142 S1/FULLTEXT

? rd

...examined 50 records (50)

...examined 50 records (100)

...completed examining records

S3 93 RD (unique items)

? s s3 and (market???? or promot?????? or advertis?????)

Processing

Processing

Processing

Processed 10 of 17 files ...

Processing

Processing

Processing

Processing

Completed processing all files

93 S3

45215454 MARKET????

11881761 PROMOT??????

7097405 ADVERTIS?????

S4 54 S3 AND (MARKET???? OR PROMOT?????? OR ADVERTIS?????)

? s s3 and (internet or web or www or intranet)

93 S3

11824229 INTERNET

12564380 WEB

26921397 WWW

318130 INTRANET

S5 45 S3 AND (INTERNET OR WEB OR WWW OR INTRANET)

? s s4 and s5

54 S4

45 S5

S6 32 S4 AND S5

? t s6/ti/all

? ds

Set Items Description

S1 150 ( (TRAIN???? OR COACH???? OR ADAPT????) (N3) ((VOICE (W) R-  
ECOGNITION (W) SOFTWARE) OR VSR OR ASR OR (AUTOMATIC (W) SPEE-  
CH (W) RECOGNITION))) NOT PY>2001

S2 142 S1/FULLTEXT

S3 93 RD (unique items)

S4 54 S3 AND (MARKET???? OR PROMOT?????? OR ADVERTIS?????)

S5 45 S3 AND (INTERNET OR WEB OR WWW OR INTRANET)

S6 32 S4 AND S5

? s ( ((speech or voice) (n3) recogniz\$4) (n3) (software or product) ) or (viavoice or "via voice") or (naturally (w)  
speaking) or (hauspie (n3) professional) or (dragon (n2) voice) not py>2001

Processing

Processing

Processing

Processing

Processing



Processing

Processed 10 of 17 files ...

Processing

Completed processing all files

2739336 SPEECH

4571204 VOICE

0 RECOGNIZ\$4

9573914 SOFTWARE

17740613 PRODUCT

0 (SPEECH OR VOICE)(3N)RECOGNIZ\$4(3N)(SOFTWARE OR PRODUCT)

3919 VIAVOICE

1 VIA VOICE

1200658 NATURALLY

4199901 SPEAKING

1619 NATURALLY(W)SPEAKING

14185 HAUSPIE

9136909 PROFESSIONAL

128 HAUSPIE(3N)PROFESSIONAL

298319 DRAGON

4571204 VOICE

1064 DRAGON(2N)VOICE

123359460 PY>2001

S7 5837 ( ((SPEECH OR VOICE) (N3) RECOGNIZ\$4) (N3) (SOFTWARE OR  
PRODUCT) ) OR (VIAVOICE OR "VIA VOICE") OR (NATURALLY  
(W) SPEAKING) OR (HAUSPIE (N3) PROFESSIONAL) OR (DRAGON  
(N2) VOICE) NOT PY>2001

? s s7 and (train???? or coach???? or adapt????)

Processing

Processed 10 of 17 files ...

Completed processing all files

5837 S7

12892291 TRAIN????

7197657 COACH????

2148918 ADAPT????

S8 2050 S7 AND (TRAIN???? OR COACH???? OR ADAPT????)

? s s8 and (database or "data base")

2050 S8

2839029 DATABASE

12 DATA BASE

S9 325 S8 AND (DATABASE OR "DATA BASE")

? s s7 and (actor or actress or famous or celebrity or talent or politician)

5837 S7

1574213 ACTOR

975030 ACTRESS

2717711 FAMOUS

1009208 CELEBRITY

2298266 TALENT

733520 POLITICIAN

S10 214 S7 AND (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR TALENT  
OR POLITICIAN)

? s s10 and s9

214 S10

325 S9

S11 28 S10 AND S9

? rd

...completed examining records

S12 18 RD (unique items)  
? t s12/ti/all

? b 411

03oct05 06:56:35 User276702 Session D62.3

\$4.14 0.973 DialUnits File996

\$2.90 2 Type(s) in Format 3

\$0.00 8 Type(s) in Format 6 (UDF)

\$2.90 10 Types

\$7.04 Estimated cost File996

\$4.59 1.080 DialUnits File995

\$1.45 1 Type(s) in Format 3

\$2.95 1 Type(s) in Format 9

\$0.00 8 Type(s) in Format 6 (UDF)

\$4.40 10 Types

\$8.99 Estimated cost File995

\$22.69 5.339 DialUnits File994

\$22.69 Estimated cost File994

\$11.77 2.770 DialUnits File993

\$1.45 1 Type(s) in Format 3

\$0.00 1 Type(s) in Format 6 (UDF)

\$1.45 2 Types

\$13.22 Estimated cost File993

\$16.46 3.872 DialUnits File992

\$16.46 Estimated cost File992

\$7.86 1.849 DialUnits File991

\$7.86 Estimated cost File991

\$20.19 4.749 DialUnits File990

\$20.19 Estimated cost File990

\$1.15 1.149 DialUnits File781

\$0.00 2 Type(s) in Format 6 (UDF)

\$0.00 2 Types

\$1.15 Estimated cost File781

\$0.29 0.286 DialUnits File810

\$0.00 4 Type(s) in Format 6 (UDF)

\$0.00 4 Types

\$0.29 Estimated cost File810

\$0.74 0.739 DialUnits File727

\$1.30 1 Type(s) in Format 3

\$2.95 1 Type(s) in Format 9

\$0.00 2 Type(s) in Format 6 (UDF)

\$4.25 4 Types

\$4.99 Estimated cost File727

\$3.55 0.657 DialUnits File9

\$0.00 2 Type(s) in Format 6 (UDF)

\$0.00 2 Types

\$3.55 Estimated cost File9

\$4.59 0.850 DialUnits File15

\$3.30 2 Type(s) in Format 3

\$0.00 5 Type(s) in Format 6 (UDF)

\$3.30 7 Types

\$7.89 Estimated cost File15

\$9.19 1.701 DialUnits File16

\$1.55 1 Type(s) in Format 3

\$0.00 5 Type(s) in Format 6 (UDF)

\$1.55 6 Types

\$10.74 Estimated cost File16  
     \$4.81 4.806 DialUnits File20  
         \$2.90 2 Type(s) in Format 3  
         \$0.00 6 Type(s) in Format 6 (UDF)  
         \$2.90 8 Types  
 \$7.71 Estimated cost File20  
     \$2.49 0.460 DialUnits File47  
         \$0.00 4 Type(s) in Format 6 (UDF)  
         \$0.00 4 Types  
 \$2.49 Estimated cost File47  
     \$2.33 0.530 DialUnits File88  
 \$2.33 Estimated cost File88  
     \$13.26 2.455 DialUnits File148  
         \$0.00 3 Type(s) in Format 6 (UDF)  
         \$0.00 3 Types  
 \$13.26 Estimated cost File148  
     OneSearch, 17 files, 34.264 DialUnits FileOS  
 \$8.53 TELNET  
 \$159.38 Estimated cost this search  
 \$208.90 Estimated total session cost 52.244 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)

(c) 2005 The Dialog Corporation

\*\*\* DIALINDEX search results display in an abbreviated \*\*\*

\*\*\* format unless you enter the SET DETAIL ON command. \*\*\*

? sf all not 225

You have 580 files in your file list.

(To see banners, use SHOW FILES command)

? s (actor or actress or famous or celebrity or politician) (n3) (market????? or promot?????? or endors?????? or  
advertis??????) and (custom????? or personal?????) (n3) (product or service or shoe or program or software)

Your SELECT statement is:

s (actor or actress or famous or celebrity or politician) (n3)  
 (market????? or promot?????? or endors?????? or advertis??????) and  
 (custom????? or personal?????) (n3) (product or service or shoe or program  
 or software)

Items File

-----

1 2: INSPEC\_1969-2005/Sep W3  
 1 8: Ei Compendex(R)\_1970-2005/Sep W4  
 100 9: Business & Industry(R)\_Jul/1994-2005/Sep 30  
 9 11: PsycINFO(R)\_1887-2005/Jul W4  
 61 13: BAMP\_2005/Sep W4  
 243 15: ABI/Inform(R)\_1971-2005/Oct 01

Processing

279 16: Gale Group PROMT(R)\_1990-2005/Sep 30  
 3 18: Gale Group F&S Index(R)\_1988-2005/Sep 30

Processing

Processing

Processing

308 20: Dialog Global Reporter\_1997-2005/Oct 03

- 1 38: America:History & Life\_1963-2005/Q3
- 65 47: Gale Group Magazine DB(TM)\_1959-2005/Oct 03
- 1 51: Food Sci.&Tech.Abs\_1969-2005/Oct W1

Examined 50 files

- 54 75: TGG Management Contents(R)\_86-2005/Sep W4
- 3 80: TGG Aerospace/Def.Mkts(R)\_1982-2005/Sep 30
- 83 88: Gale Group Business A.R.T.S.\_1976-2005/Oct 03
- 8 101: Disclosure Database(R)\_2005/Oct W1
- 2 112: UBM Industry News\_1998-2004/Jan 27
- 5 122: Harvard Business Review\_1971-2005/Aug

Examined 100 files

- 1 129: PHIND(Archival)\_1980-2005/Sep W4
- 1 133: S&P's Corp.Descrip.+News\_2005/Oct 01
- 1 135: NewsRx Weekly Reports\_1995-2005/Sep W4
- 15 141: Readers Guide\_1983-2004/Dec

Processing

- 437 148: Gale Group Trade & Industry DB\_1976-2005/Oct 03
- 6 149: TGG Health&Wellness DB(SM)\_1976-2005/Sep W4
- 4 160: Gale Group PROMT(R)\_1972-1989
- 2 180: Federal Register\_1985-2005/Oct 03

Examined 150 files

- 50 211: Gale Group Newsearch(TM)\_2005/Oct 03
- 2 212: ONTAP(R) PsycINFO(R)\_
- 1 215: ONTAP(R) ABI/INFORM(R)\_
- 3 216: ONTAP(R) Gale Group PROMT(R)\_
- 1 251: ONTAP(R) Food Sci.& Tech.Abs\_
- 18 258: AP News Jul\_2000-2005/Oct 03
- 20 262: CBCA Fulltext\_1982-2005/Sep 26

Examined 200 files

- 32 275: Gale Group Computer DB(TM)\_1983-2005/Sep 30
- 1 319: Chem Bus NewsBase\_1984-2005/Oct 03
- 2 348: EUROPEAN PATENTS\_1978-2005/Sep W03
- 23 349: PCT FULLTEXT\_1979-2005/UB=20050929,UT=20050922

Examined 250 files

- 2 387: The Denver Post\_1994-2005/Sep 30
- 1 392: Boston Herald\_1995-2005/Oct 02
- 2 427: Fort Worth Star-Telegram\_1993-2004/Feb 25
- 1 432: Tampa Tribune\_1998-2005/Sep 25
- 1 433: Charleston Newspapers\_1997-2005/Sep 30
- 2 436: Humanities Abs Full Text\_1984-2004/Dec

Examined 300 files

- 13 471: New York Times Fulltext\_1980-2005/Oct 03
- 7 476: Financial Times Fulltext\_1982-2005/Oct 03
- 2 477: Irish Times\_1999-2005/Oct 03
- 1 483: Newspaper Abs Daily\_1986-2005/Oct 01
- 79 484: Periodical Abs Plustext\_1986-2005/Sep W4
- 13 485: Accounting & Tax DB\_1971-2005/Sep W3
- 2 486: Press-Telegram\_1992-2005/Sep 30
- 1 487: Columbus Ledger-Enquirer\_1994-2005/Sep 30
- 1 489: The News-Sentinel\_1991-2005/Sep 30
- 1 490: Tallahassee Democrat\_1993-2005/Oct 01
- 3 492: Arizona Repub/Phoenix Gaz\_19862002/Jan 06
- 9 494: St LouisPost-Dispatch\_1988-2005/Sep 30
- 4 498: Detroit Free Press\_1987-2005/Sep 02

Examined 350 files

- 1 532: Bangor Daily News\_1996-2005/Oct 02

- 12 541: SEC Online(TM) Annual Repts\_1997/Sep W3
- 31 542: SEC Online(TM) 10-K Reports\_1997/Sep W3
- 1 544: SEC Online(TM) Proxy Repts\_1997/Sep W3

Processing

- 22 545: Investext(R)\_1982-2005/Oct 03
- 43 553: Wilson Bus. Abs. FullText\_1982-2004/Dec
- 1 563: Key Note Market Res.\_1986-2001/Aug 03
- 11 564: ICC Brit.Co.Ann.Rpts\_1984-2004/Jun 22
- 131 570: Gale Group MARS(R)\_1984-2005/Sep 30
- 1 577: Roanoke Times\_1992-2005/Oct 02

Examined 400 files

- 2 583: Gale Group Globalbase(TM)\_1986-2002/Dec 13
- 1 605: U.S. Newswire\_1999-2005/Oct 03

>>>I/O error in file 606

- 39 608: KR/T Bus.News.\_1992-2005/Oct 03
- 5 609: Bridge World Markets\_2000-2001/Oct 01
- 56 610: Business Wire\_1999-2005/Oct 03
- 49 613: PR Newswire\_1999-2005/Oct 03
- 64 619: Asia Intelligence Wire\_1995-2005/Oct 02
- 3 620: EIU:Viewswire\_2005/Sep 30
- 98 621: Gale Group New Prod.Annou.(R)\_1985-2005/Oct 03
- 4 623: Business Week\_1985-2005/Sep 29
- 4 624: McGraw-Hill Publications\_1985-2005/Sep 29
- 1 625: American Banker Publications\_1981-2005/Oct 03
- 2 627: EIU: Country Analysis\_2005/Oct W1
- 1 629: EIU:BUS. Newsletters\_2005/Oct W1
- 9 631: Boston Globe\_1980-2005/Sep 30
- 6 633: Phil.Inquirer\_1983-2005/Sep 30
- 1 634: San Jose Mercury\_Jun 1985-2005/Oct 01
- 63 635: Business Dateline(R)\_1985-2005/Oct 01
- 56 636: Gale Group Newsletter DB(TM)\_1987-2005/Sep 30
- 12 638: Newsday/New York Newsday\_1987-2005/Oct 01
- 4 640: San Francisco Chronicle\_1988-2005/Oct 02
- 5 641: Rocky Mountain News\_Jun 1989-2005/Oct 01
- 2 642: The Charlotte Observer\_1988-2005/Oct 01
- 2 643: Grand Forks Herald\_1995-2005/Sep 28

Examined 450 files

- 1 644: (Boulder) Daily Camera\_1995-2005/Sep 29
- 4 645: Contra Costa Papers\_1995-2005/Sep 29
- 9 647: CMP Computer Fulltext\_1988-2005/Sep W2
- 11 648: TV and Radio Transcripts\_1997-2005/Oct W1
- 109 649: Gale Group Newswire ASAP(TM)\_2005/Sep 20
- 30 654: US Pat.Full.\_1976-2005/Sep 29
- 8 660: Federal News Service\_1991-2002/Jul 02
- 2 674: Computer News Fulltext\_1989-2005/Sep W4
- 2 684: Bradenton Herald\_Sep2005/Sep 30
- 7 696: DIALOG Telecom. Newsletters\_1995-2005/Sep 30
- 3 701: St Paul Pioneer Pr Apr\_1988-2005/Sep 25
- 8 702: Miami Herald\_1983-2005/Sep 30
- 8 703: USA Today\_1989-2005/Sep 30
- 1 704: (Portland)The Oregonian\_1989-2005/Sep 30
- 5 706: (New Orleans)Times Picayune\_1989-2005/Sep 30
- 3 707: The Seattle Times\_1989-2005/Oct 02
- 4 708: Akron Beacon Journal\_1989-2005/Sep 30
- 5 709: Richmond Times-Disp.\_1989-2005/Oct 01
- 16 710: Times/Sun.Times(London)\_Jun 1988-2005/Oct 01

- 11 711: Independent(London)\_Sep 1988-2005/Oct 01
- 1 712: Palm Beach Post\_1989-2005/Sep 30
- 4 713: Atlanta J/Const.\_1989-2005/Sep 30
- 4 714: (Baltimore) The Sun\_1990-2005/Sep 30

Examined 500 files

- 4 716: Daily News Of L.A.\_1989-2005/Sep 30
- 5 717: The Washington Times\_Jun 1989-2005/Sep 30
- 4 718: Pittsburgh Post-Gazette\_Jun 1990-2005/Sep 30
- 1 719: (Albany) The Times Union\_Mar 1986-2005/Sep 30
- 1 720: (Columbia) The State\_Dec 1987-2005/Oct 01
- 1 722: Cincinnati/Kentucky Post\_1990-2005/Sep 21
- 3 723: The Wichita Eagle\_1990-2005/Sep 30
- 3 724: (Minneapolis)Star Tribune\_1989-1996/Feb 04
- 1 725: (Cleveland)Plain Dealer\_Aug 1991-2005/Oct 01
- 26 727: Canadian Newspapers\_1990-2005/Oct 03
- 25 728: Asia/Pac News\_1994-2005/Sep W4
- 4 731: Philad.Dly.News\_1983-2005/Sep 30
- 1 732: San Francisco Exam.\_1990-2000/Nov 21
- 2 733: The Buffalo News\_1990-2005/Sep 29
- 1 734: Dayton Daily News\_Oct 1990-2005/Sep 30
- 4 735: St. Petersburg Times\_1989-2005/Oct 01
- 1 736: Seattle Post-Int.\_1990-2005/Sep 30
- 2 738: (Allentown) The Morning Call\_1990-2005/Oct 01
- 5 739: The Fresno Bee\_1990-2005/Sep 30
- 4 740: (Memphis)Comm.Appeal\_1990-2005/Sep 30
- 5 741: (Norfolk)Led./Pil.\_1990-2005/Aug 25
- 5 742: (Madison)Cap.Tim/Wi.St.J\_1990-2005/Oct 01
- 5 743: (New Jersey)The Record\_1989-2005/Sep 30
- 10 748: Asia/Pac Bus. Jrnl\_1994-2005/Sep 29
- 1 753: IBISWorld Market Research\_2000-2005/Sep W2
- 1 754: IPO Maven\_1994-2000/Jul
- 4 755: New Zealand Newspapers\_1995-2005/Oct 02
- 8 756: Daily/Sunday Telegraph\_2000-2005/Oct 03
- 7 757: Mirror Publications/Independent  
Newspapers\_2000-2005/Oct 03
- 4 759: Business Insights\_1992-2005/Sep
- 3 760: Euromonitor Strategy\_2004/Apr
- 36 761: Datamonitor Market Res.\_1992-2005/Sep
- 5 762: Euromonitor Market Res.\_1991-2004/Apr
- 8 765: Frost & Sullivan\_1992-1999/Apr
- 6 766: (R)Kalorama Info Market Res.\_1993-2000/Aug
- 2 767: Frost & Sullivan Market Eng\_2005/Sep
- 1 768: EIU Market Research\_2005/Apr 21

Examined 550 files

- 62 781: ProQuest Newsstand\_1998-2005/Oct 02
- 13 810: Business Wire\_1986-1999/Feb 28
- 24 813: PR Newswire\_1987-1999/Apr 30
- 1 816: Canada NewsWire\_1996-1999/Jun 24
- 4 979: Milwaukee Jnl Sentinel Apr\_1998-2005/Oct 01
- 2 985: World News Connection(R)\_1995-2005/Oct 03
- 113 990: NewsRoom Current\_May 1-2005/Oct 02
- 62 991: NewsRoom 2005 Jan 1-2005/Apr 30

Processing

- 175 992: NewsRoom 2004 Jan 1-2004/Dec 31

Processing

- 144 993: NewsRoom 2003

Processing

111 994: NewsRoom 2002  
97 995: NewsRoom 2001  
89 996: NewsRoom 2000

163 files have one or more items; file list includes 580 files.  
One or more terms were invalid in one file.

? b 995, 994, 992, 990, 9,15,16,20,148  
03oct05 07:21:04 User276702 Session D62.4  
\$138.16 52.135 DialUnits File411  
\$138.16 Estimated cost File411  
\$6.66 TELNET  
\$144.82 Estimated cost this search  
\$353.72 Estimated total session cost 104.379 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 995:NewsRoom 2001 (c) 2005 Dialog  
File 994:NewsRoom 2002 (c) 2005 Dialog  
File 992:NewsRoom 2004 Jan 1-2004/Dec 31 (c) 2005 Dialog  
File 990:NewsRoom Current May 1 -2005/Oct 02  
(c) 2005 Dialog  
File 9:Business & Industry(R) Jul/1994-2005/Sep 30  
(c) 2005 The Gale Group  
File 15:ABI/Inform(R) 1971-2005/Oct 01  
(c) 2005 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2005/Sep 30  
(c) 2005 The Gale Group  
File 20:Dialog Global Reporter 1997-2005/Oct 03  
(c) 2005 Dialog  
File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03  
(c)2005 The Gale Group

Set Items Description

--- -----

? s (actor or actress or famous or celebrity or politician) (n3) (market????? or promot?????? or endors?????? or  
advertis??????) and (custom????? or personal?????) (n3) (product or service or shoe or program or software)

Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing  
Processing

865152 ACTOR  
543719 ACTRESS  
1588544 FAMOUS  
609174 CELEBRITY  
427443 POLITICIAN  
35443010 MARKET?????

8453695 PROMOT?????  
 1172063 ENDORS?????  
 5420313 ADVERTIS?????  
 41679 (((ACTOR OR ACTRESS) OR FAMOUS) OR CELEBRITY) OR  
 POLITICIAN)(3N)((MARKET????? OR PROMOT?????) OR  
 ENDORS?????) OR ADVERTIS?????)  
 13368083 CUSTOM?????  
 8619739 PERSONAL?????  
 13891172 PRODUCT  
 19785453 SERVICE  
 387791 SHOE  
 8849290 PROGRAM  
 7460418 SOFTWARE  
 2723753 (CUSTOM????? OR PERSONAL?????)(3N)((PRODUCT OR SERVICE)  
 OR SHOE) OR PROGRAM) OR SOFTWARE)  
 S1 1863 (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR POLITICIAN)  
 (N3) (MARKET????? OR PROMOT????? OR ENDORS????? OR  
 ADVERTIS?????) AND (CUSTOM????? OR PERSONAL?????) (N3)  
 (PRODUCT OR SERVICE OR SHOE OR PROGRAM OR SOFTWARE)

? s s1 and ibm

1863 S1

1256112 IBM

S2 125 S1 AND IBM

? s s2 not py>2001

Processing

Processing

Processing

Processing

Processing

125 S2

84098101 PY>2001

S3 86 S2 NOT PY>2001

?

? ds

Set Items Description

S1 1863 (ACTOR OR ACTRESS OR FAMOUS OR CELEBRITY OR POLITICIAN) (N-  
 3) (MARKET????? OR PROMOT????? OR ENDORS????? OR ADVERTIS??-  
 ?????) AND (CUSTOM????? OR PERSONAL?????) (N3) (PRODUCT OR SER-  
 VICE OR SHOE OR PROGRAM OR SOFTWARE)

S2 125 S1 AND IBM

S3 86 S2 NOT PY>2001

S4 84 S3/FULLTEXT

? b 411

03oct05 08:00:27 User276702 Session D62.6

\$0.15 0.034 DialUnits File995

\$0.15 Estimated cost File995

\$0.15 0.034 DialUnits File994

\$0.15 Estimated cost File994

\$0.15 0.034 DialUnits File992

\$0.15 Estimated cost File992

\$0.07 0.017 DialUnits File990

\$0.07 Estimated cost File990

\$0.19 0.034 DialUnits File9

\$0.19 Estimated cost File9

\$0.19 0.034 DialUnits File15



\$0.19 Estimated cost File15  
\$0.19 0.034 DialUnits File16  
\$0.19 Estimated cost File16  
\$0.02 0.017 DialUnits File20  
\$0.02 Estimated cost File20  
\$0.19 0.034 DialUnits File148  
\$0.19 Estimated cost File148  
OneSearch, 9 files, 0.274 DialUnits FileOS  
\$0.26 TELNET  
\$1.56 Estimated cost this search  
\$1.56 Estimated total session cost 0.274 DialUnits

File 411:DIALINDEX(R)

DIALINDEX(R)  
(c) 2005 The Dialog Corporation

\*\*\* DIALINDEX search results display in an abbreviated \*\*\*  
\*\*\* format unless you enter the SET DETAIL ON command. \*\*\*  
? sf all not 225

You have 580 files in your file list.  
(To see banners, use SHOW FILES command)  
? s (jordan (n3) (sneaker?? or shoe???) and (advertis???? or endors?????? or market???? or promot????) not  
py>2001

Your SELECT statement is:  
s (jordan (n3) (sneaker?? or shoe???) and (advertis???? or  
endors?????? or market???? or promot????) not py>2001

Items	File
65	9: Business & Industry(R)_Jul/1994-2005/Sep 30
1	13: BAMP_2005/Sep W4
66	15: ABI/Inform(R)_1971-2005/Oct 01
176.	16: Gale Group PROMT(R)_1990-2005/Sep 30

Sending Break...  
?s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or endors?????? or market???? or promot????) not  
py>2001

Your SELECT statement is:  
s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or  
endors?????? or market???? or promot????) not py>2001

Items	File
6	9: Business & Industry(R)_Jul/1994-2005/Sep 30
3	15: ABI/Inform(R)_1971-2005/Oct 01
14	16: Gale Group PROMT(R)_1990-2005/Sep 30
3	18: Gale Group F&S Index(R)_1988-2005/Sep 30
13	20: Dialog Global Reporter_1997-2005/Oct 03
2	30: AsiaPacific_1985-2005/Jul 01
4	47: Gale Group Magazine DB(TM)_1959-2005/Oct 03

Examined 50 files  
1 75: TGG Management Contents(R)\_86-2005/Sep W4  
5 88: Gale Group Business A.R.T.S.\_1976-2005/Oct 03  
2 111: TGG Natl.Newspaper Index(SM)\_1979-2005/Sep 29

Examined 100 files

- 4 141: Readers Guide\_1983-2004/Dec
- 16 148: Gale Group Trade & Industry DB\_1976-2005/Oct 03
- 1 160: Gale Group PROMT(R)\_1972-1989

Examined 150 files

- 1 262: CBCA Fulltext\_1982-2005/Sep 26

Examined 200 files

- 1 349: PCT FULLTEXT\_1979-2005/UB=20050929,UT=20050922

Examined 250 files

- 2 387: The Denver Post\_1994-2005/Sep 30

Examined 300 files

- 13 471: New York Times Fulltext\_1980-2005/Oct 03
- 1 476: Financial Times Fulltext\_1982-2005/Oct 03
- 1 477: Irish Times\_1999-2005/Oct 03
- 8 483: Newspaper Abs Daily\_1986-2005/Oct 01
- 5 484: Periodical Abs Plustext\_1986-2005/Sep W4
- 2 486: Press-Telegram\_1992-2005/Sep 30
- 1 487: Columbus Ledger-Enquirer\_1994-2005/Sep 30
- 9 492: Arizona Repub/Phoenix Gaz\_19862002/Jan 06
- 9 494: St LouisPost-Dispatch\_1988-2005/Sep 30
- 1 498: Detroit Free Press\_1987-2005/Sep 02

Examined 350 files

- 1 532: Bangor Daily News\_1996-2005/Oct 02
- 3 536: (GARY) POST-TRIBUNE\_1992-1999/Dec 30
- 5 545: Investext(R)\_1982-2005/Oct 03
- 2 553: Wilson Bus. Abs. FullText\_1982-2004/Dec
- 11 570: Gale Group MARS(R)\_1984-2005/Sep 30

Examined 400 files

- 2 582: Augusta Chronicle\_1996-2005/Sep 30
- 10 608: KR/T Bus.News.\_1992-2005/Oct 03
- 1 610: Business Wire\_1999-2005/Oct 03
- 3 619: Asia Intelligence Wire\_1995-2005/Oct 02
- 1 621: Gale Group New Prod.Annou.(R)\_1985-2005/Oct 03
- 1 623: Business Week\_1985-2005/Sep 29
- 1 624: McGraw-Hill Publications\_1985-2005/Sep 29
- 6 631: Boston Globe\_1980-2005/Sep 30
- 4 633: Phil.Inquirer\_1983-2005/Sep 30
- 4 634: San Jose Mercury\_Jun 1985-2005/Oct 01
- 11 635: Business Dateline(R)\_1985-2005/Oct 01

Sending Break...

?b hits

03oct05 08:07:22 User276702 Session D62.7

\$43.39 16.375 DialUnits File411

\$43.39 Estimated cost File411

\$1.86 TELNET

\$45.25 Estimated cost this search

\$46.81 Estimated total session cost 16.650 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2005/Sep 30

(c) 2005 The Gale Group

File 15:ABI/Inform(R) 1971-2005/Oct 01

(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/Sep 30

(c) 2005 The Gale Group

File 18:Gale Group F&S Index(R) 1988-2005/Sep 30  
(c) 2005 The Gale Group

File 20:Dialog Global Reporter 1997-2005/Oct 03  
(c) 2005 Dialog

File 30:AsiaPacific 1985-2005/Jul 01  
(c) 2005 Aristarchus Knowledge Indus.

File 47:Gale Group Magazine DB(TM) 1959-2005/Oct 03  
(c) 2005 The Gale group

File 75:TGG Management Contents(R) 86-2005/Sep W4  
(c) 2005 The Gale Group

File 88:Gale Group Business A.R.T.S. 1976-2005/Oct 03  
(c) 2005 The Gale Group

File 111:TGG Natl.Newspaper Index(SM) 1979-2005/Sep 29  
(c) 2005 The Gale Group

File 141:Readers Guide 1983-2004/Dec  
(c) 2005 The HW Wilson Co

File 148:Gale Group Trade & Industry DB 1976-2005/Oct 03  
(c)2005 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 262:CBCA Fulltext 1982-2005/Sep 26  
(c) 2005 Micromedia Ltd.

File 349:PCT FULLTEXT 1979-2005/UB=20050929,UT=20050922  
(c) 2005 WIPO/Univentio

File 387:The Denver Post 1994-2005/Sep 30  
(c) 2005 Denver Post

File 471:New York Times Fulltext 1980-2005/Oct 03  
(c) 2005 The New York Times

File 476:Financial Times Fulltext 1982-2005/Oct 03  
(c) 2005 Financial Times Ltd

File 477:Irish Times 1999-2005/Oct 03  
(c) 2005 Irish Times

File 483:Newspaper Abs Daily 1986-2005/Oct 01  
(c) 2005 ProQuest Info&Learning

File 484:Periodical Abs Plustext 1986-2005/Sep W4  
(c) 2005 ProQuest

**\*File 484: SELECT IMAGE AVAILABILITY FOR PROQUEST FILES**  
ENTER 'HELP PROQUEST' FOR MORE

File 486: Press-Telegram 1992- 2005/Sep 30  
(c) 2005 Long Beach Press-Telegram

File 487:Columbus Ledger-Enquirer 1994-2005/Sep 30  
(c) 2005 R. W. Page Corp.

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers

**\*File 492: Not updating. See instead File 990 for current**  
**articles from the Arizona Republic.**

File 494:St LouisPost-Dispatch 1988-2005/Sep 30  
(c) 2005 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2005/Sep 02  
(c) 2005 Detroit Free Press Inc.

**\*File 498: File 498 is temporarily not updating.**

File 532:Bangor Daily News 1996-2005/Oct 02  
(c) 2005 Bangor Daily News

File 536:(GARY) POST-TRIBUNE 1992-1999/Dec 30  
(c) 2000 POST-TRIBUNE

**\*File 536: This file is not updating.**

File 545:Investext(R) 1982-2005/Oct 03  
(c) 2005 Thomson Financial Networks  
File 553:Wilson Bus. Abs. FullText 1982-2004/Dec  
(c) 2005 The HW Wilson Co  
File 570:Gale Group MARS(R) 1984-2005/Sep 30  
(c) 2005 The Gale Group  
File 582:Augusta Chronicle 1996- 2005/Sep 30  
(c) 2005 Augusta Chronicle  
File 608:KR/T Bus.News. 1992-2005/Oct 03  
(c)2005 Knight Ridder/Tribune Bus News  
File 610:Business Wire 1999-2005/Oct 03  
(c) 2005 Business Wire.  
**\*File 610: File 610 now contains data from 3/99 forward.**  
Archive data (1986-2/99) is available in File 810.  
File 619:Asia Intelligence Wire 1995-2005/Oct 02  
(c) 2005 Fin. Times Ltd  
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Oct 03  
(c) 2005 The Gale Group  
File 623:Business Week 1985-2005/Sep 29  
(c) 2005 The McGraw-Hill Companies Inc  
File 624:McGraw-Hill Publications 1985-2005/Sep 29  
(c) 2005 McGraw-Hill Co. Inc  
**\*File 624: Homeland Security & Defense and 9 Platt energy journals added**  
Please see HELP NEWS624 for more  
File 631:Boston Globe 1980-2005/Sep 30  
(c) 2005 Boston Globe  
File 633:Phil.Inquirer 1983-2005/Sep 30  
(c) 2005 Philadelphia Newspapers Inc  
File 634:San Jose Mercury Jun 1985-2005/Oct 01  
(c) 2005 San Jose Mercury News  
File 635:Business Dateline(R) 1985-2005/Oct 01  
(c) 2005 ProQuest Info&Learning

# Set Items Description

--- -----

? s (jordan (n3) (sneaker?? or shoe???) (n3) (advertis???? or endors?????? or market????? or promot?????) not  
py>2001  
Processing  
Processing  
Processing  
Processed 10 of 42 files ...  
Processing  
Processing  
Processed 20 of 42 files ...  
Processing  
Processed 30 of 42 files ...  
Processing  
Processing  
Processed 40 of 42 files ...  
Completed processing all files  
800872 JORDAN  
87985 SNEAKER??  
1118503 SHOE???  
7152262 ADVERTIS?????  
1382440 ENDORS???????  
46695642 MARKET?????

9081054 PROMOT????

221 JORDAN(3N)(SNEAKER?? OR SHOE???) (3N) (((ADVERTIS???? OR  
ENDORS?????) OR MARKET????) OR PROMOT????)

55245974 PY>2001

S1 194 (JORDAN (N3) (SNEAKER?? OR SHOE???) (N3) (ADVERTIS????  
OR ENDORS????? OR MARKET???? OR PROMOT????) NOT  
PY>2001

? s s1/fulltext

>>>Term "FULLTEXT" is not defined in one or more files

S2 165 S1/FULLTEXT

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...examined 50 records (50)

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S3 133 RD (unique items)

? s s3 and (custom???? or personal???? or unique or individual????) (n3) (shoe?? or sneaker??)

Processing

Processed 10 of 42 files ...

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133 S3

17304154 CUSTOM????

9896916 PERSONAL????

4091412 UNIQUE

8204572 INDIVIDUAL????

1105802 SHOE??

87985 SNEAKER??

17888 (((CUSTOM???? OR PERSONAL????) OR UNIQUE) OR  
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Set Items Description

S1 194 (JORDAN (N3) (SNEAKER?? OR SHOE???) (N3) (ADVERTIS???? OR  
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S2 165 S1/FULLTEXT

S3 133 RD (unique items)

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? s s1 and nike

194 S1

206291 NIKE

S5 168 S1 AND NIKE

? s s3 and nike

133 S3

206291 NIKE

S6 108 S3 AND NIKE

3/9,K/4 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)

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**The Midas touch: Celebs try hand at building brands**

Cleaver, Joanne

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**ABSTRACT:** The current fondness for self-revelation, combined with multiple channels for marketing and distributing product and services, has spawned a renaissance in the celebrity-related merchandising and services category. According to Andy Siegel, vice president of direct marketing for Good Times Entertainment, the key to creating a celebrity brand is to capture the essence of the person in a product or service - particularly how the product or service is presented. Often, the product idea blends the celebrity's personal passions with public persona.

**TEXT:** Paul has his spaghetti sauce. Oprah has her television specials. Richard has Deal-a-Meal. Martha has her cookie cutters, her sheets and her paint.

Now Delta and Michael have their clothes, Tanya has her salsa, and Naomi will soon introduce her spiritual self-help books and tapes.

Most celebrities remain focused on their careers. Others prefer to transform their laurels into brand-name products and services that, if marketed properly, eventually gain enough credibility to become separate businesses.

Interest in celebrity-related merchandise and services waxes and wanes, marketing consultants say. The current fondness for self-revelation, combined with multiple channels for marketing and distributing products and services, has spawned a renaissance in the category.

No longer content to simply slap their mark of approval on a few products and rake in the royalties, some famous faces are getting their hands dirty with product development, positioning and brand management, in concert with marketing professionals. Their goal: Brands launched and endorsed by the celebrity that acquire market share on their own merits.

(Photograph Omitted)

Captioned as: More than just a pretty face: Michael Jordan is using his name to market his own brand of athletic gear.

Celebrity brands aren't to be confused with endorsements, explained Andy Siegel, vice president of direct marketing for Good Times Entertainment, a New York-based marketing firm that has helped, among others, Charlton Heston, Cindy Crawford and Richard Simmons parlay their fame into product lines.

The key to creating a celebrity brand, he says, is to capture the essence of the person in a product or service-particularly how that product or service is presented. Often, the product idea blends the celebrity's personal passions with a dollop of public persona; that's why it was a natural for Good Times to produce and market a set of travelogue videos about Israel hosted by Charlton Heston, who's known for portraying Biblical patriarchs in movies. This fall, Good Times plans to roll out an alternative medicine video series hosted by retired country star Naomi Judd, who will be attempting to turn her experience coping with hepatitis into a self-help series for others facing personal crises.

"You ask, 'What is this person all about? How do you change those philosophical products into brands?' and translate that to something that's very accessible (to the public)," Siegel said.

Such marketing efforts are hardly a, well, brand-new concept. Cindy Hazen, co-owner of Memphis Explorations in Memphis, which operates a retail Web site devoted to all things Elvis, related that, as early as 1956, Elvis-brand sneakers, lipsticks, record players and hula skirts were sold nationally.

Typically, celebrities extend their image through branding "when they actively start managing their careers strategically, proactively, rather than just waiting for the phone to ring (with out-of-the-blue endorsement offers)," said Richard K Rodgers, executive-in-residence and adjunct professor of marketing at Georgia Institute of Technology in Atlanta. Unlike movie and concert souvenirs, which few buyers expect to be of high quality, a celebrity-developed brand must positively reinforce the celebrity's image, even as the products and services gradually create their own following based on their inherent qualities.

"You want the brand to reflect well on the celebrity, but it also has to represent quality and something distinctive of itself," said Dixie Carter, president of Trifecta Entertainment, a Nashville celebrity marketing firm. "Once the artist gets the consumer to try it out, it has to be good enough for repeat sales." (Carter is advising country music singer Tanya Tucker on the national rollout of her own brand of salsa.)

Drawing people in because of their interest in the celebrity, then transferring their loyalty to the product or service takes finesse, Rodgers said. "People wish to identify with that person and they do it by having something with that celebrity's image. It's a higher trust level, because it implies a personal stamp of approval," he said.

Syndicated talk show host Oprah Winfrey, for instance, lends enormous credibility to the television shows her studio presents and the exercise book she developed with her personal trainer, Bob Greene. "She has restricted her expertise and brand attention to kitchen arts, books and what improves her mind," Rodgers said. "If she came out with a brand of vitamins, you know they'd be goodI'd buy them myself."

Brand managers say they work hard to ensure that the product lines reinforce the celebrities' images, and also are closely enough associated with that person that they're easy for him to plug during public appearances and interviews.

For example, perennially peppy exercise cheerleader Richard Simmons, who launched videos and food products in the 1980s, has kept his name synonymous with simple, effective weight management techniques. In recent years, Simmons has branched out into vitamins, exercise equipment and shoes. This spring, he launched a paid-membership club through his new Web site ([www.richardsimmons.com](http://www.richardsimmons.com)).

Full-figured actress Delta Burke spun straw into gold when she decided to turn her size-a favorite topic of the tabloids-into a line of fashionably cut clothes for larger women. The 1994 launch of Delta Burke Design casual wear has gradually expanded into lingerie, swimsuits, career and special occasion clothes, says Barry Zelman, senior vice president of merchandising and licensing for New York-based Delta Burke Design. Sunglasses, cosmetics, and bath and body products will soon be added to the line. Some 800 stores nationwide carry the line, including tony chains Lord & Taylor and Dillards, along with catalogs and home-shopping television shows.

"Because she is one of the only celebrities who's not afraid to say, 'I am a size 16 and I'm proud of myself,' we've gotten an enormous amount of press in the newspapers, magazines and television shows," Zelman said. Such personal experiences that ordinary folks can relate to create a credible marketing hook.

Of course, celebrities' brands must evolve along with them. Erin Patten, director of product and marketing for the Jordan brand, which is owned by Nike Inc. in Beaverton, Ore., is in the process of handling that transition for basketball superstar Michael Jordan.

The decade-old Air Jordan athletic shoe has been a reliable performer, but with the meter running out on Jordan's career, it's time to broaden the line to ensure that the brand outlives the athlete's retirement.

The Jordan brand, being created out of Nike's popular Air Jordan products, will incorporate those items along with new products being developed.

"Michael has always said that he'd love to have his own footwear and apparel company, but in the past couple of years, he's been looking down the road and saying he wanted to commit himself to doing this," Patten said. Jordan realizes that he needs to create the brand while he's still a major sports figure, to better help the brand gain a momentum of its own, he said.

To that end, five young professional basketball players-including Edditt Jones of the Los Angeles Lakers, Vm Baker of the Seattle Sonics and Derek Andersen of the Cleveland Cavaliers-already have been brought on board to **endorse** the expanding **Jordan** line of athletic **shoes**. The University of North Carolina women's varsity basketball team **endorses** the **Jordan** women's **shoe**, and four men's college basketball teams are being lined up to showcase Jordan apparel. "Kids know, 'OK, that's the Jordan product. It's going to be good and it'll have style,'" Patten said.



The Jordan brand-which already has the third-largest share of the athletic shoe market (after Nike and Reebok), is much more than just a different version of the Air Jordan shoe. "We'll continue with the Air Jordan shoe," Patten said. "But the shoe is now part of the larger brand."

Eventually, the Jordan brand's managers will be coping with the issue that faces Bill Lee, vice president of Newman's Own Inc. The Westport, Conn., firm that develops, markets and distributes the Newman's Own Inc. line of specialty foods is working on a strategy to ensure the brand outlives its "father," 73-yearold acting legend Paul Newman.

Baby boomers may have fond memories of Newman's movie roles but 20-somethings know him primarily as "the face on the spaghetti sauce jar," Lee said. That's not all bad, he added, if it means that the brand now stands on its own-as it must if it is to continue in the decades to come.

The company, which posted \$80 million in revenues in 1997, has plenty of momentum. "We're trying to be sure that the younger generation knows about the quality of the products and where the money goes (i.e., net profits that flow to Newman-selected charities)," Lee said. Newman's Own salad dressing and other products gradually are infiltrating college cafeterias "so that it will get to the next generation," Lee said. "That's the reality we're dealing with right now."

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